

“The Government Closest
To The People Serves
The People Best”

—President Thomas Jefferson



State of the City 2019 – 20
Mayor Steven K. Gaer

Quick Facts about West Des Moines



- 67,899 (latest Census estimate)
- 8th largest City
- 4 counties (Polk, Dallas, Warren and Madison) and 6 school districts
- 53.2 square miles
- 61 miles of trails (58 of those miles are paved)
- 1,303 acres of parkland
- 55% have a bachelor's or higher (U.S.A. 30%)

Finances



- One of approximately 100 cities in the U.S. with the highest AAA bond rating from S&P & Moody's
- Government Finance Officers Association's *Distinguished Budget Presentation Award* (21st year)
- *Certificate of Excellence* in Financial Reporting (CAFR for the 26th year)
- Highest per capita property valuations
- Fourth highest taxable retail sales (\$1.7 billion)
Jordan Creek Town Center – 24 million customers
 - State Commercial Backfill (\$3.16 million)

LOSST Polk & Dallas County Special Elections

- 50% of revenue applied to city property tax reduction
- 50% of revenue applied to public safety expenditures, public infrastructure improvements for transportation and traffic flow as well as flood control projects, quality of life projects such as the 5 Waters Project and a major update for the Public Library.

Tax rate after Dallas County LOSST vote: **\$11.79**/\$1,000 (21¢)

Tax rate after Polk County LOSST vote: **\$10.99**/\$1,000 (80¢)

Revenue estimate: Dallas County: \$2.9 million

Polk County: \$11.6 million

Central Iowa Tax Rates After LOSST Vote

City	Tax Rate
Clive	\$10.14
Ankeny	\$10.35
Urbandale	\$10.52
Altoona	\$10.75
West Des Moines	\$10.99
Pleasant Hill	\$11.50
Johnston	\$11.64
Indianola	\$13.27
Waukee	\$13.40
Des Moines	\$16.64

COVID-19 Financial/Operational Impact

FY 2020 Net Revenue Loss: \$2.8M from March 15 to June 30

- LOSST: 50% Reduction (est. revenue \$1M/mo.)
- Road Use Tax: 25% Reduction (est. revenue \$750,000/mo.)
- Hotel/Motel Tax: 75% Reduction (est. revenue \$350,000/mo.)
- General Fund: Reduced revenue from LOSST collections = \$1M / Other factors = \$600,000

FY 2021 Net Revenue Loss: est. \$500,000-\$750,000 per month

The Good News: CDBG assistance (CARES ACT) \$192,295 for WDM Human Services

- ✓ Successful activation of EOC & emergency plans
- ✓ Smooth pivot to online service & technical solutions/continuity of operations
- ✓ Moody's maintained Aaa credit rating (no recovery concerns)
- ✓ Building Permits: April valuation >\$31M (up over \$15M to adjusted April 2019 totals)
- ✓ Work continues: Construction, major projects, public safety, infrastructure, mowing
- ✓ Looking ahead: Budget adjustments and realignment

Budget Recommendations

- Delay Valley View Park Roadway construction and direct related General Obligation Bond proceeds towards Street Maintenance. **One-time savings to Road Use Tax Fund of \$2M.**
- Put \$400,000 of Property Improvement / Regulatory Compliance funding on hold for a year. **Savings to the General Fund of \$400,000.**
- Delay hiring 6 of the 8 new positions from July 2020 until January 2021. **General Fund Savings of \$250,000 and Sewer Fund Savings of \$40,000 in FY 2021.**
- Eliminate 2021 Public Art Fund contributions by completing current projects, using fund balance for Art on Campus 2021, and delaying next commissioned artwork: **Savings to Hotel Motel Fund of \$120,000 in FY 2021.**
- Delay City Hall Generator Project and re-direct the funds to pay for projects scheduled to be paid directly from General Fund Reserves. **Savings to the General Fund of \$375,000 in FY 2021.**
- Parks & Recreation Department furloughed 38 intermittent/temp/seasonal employees.

Five Waters Project

Jamie Hurd Amphitheater

– Opening Sept. 2020

Raccoon River Park Boathouse

– Opening June 2020

Marathon Loop Trail

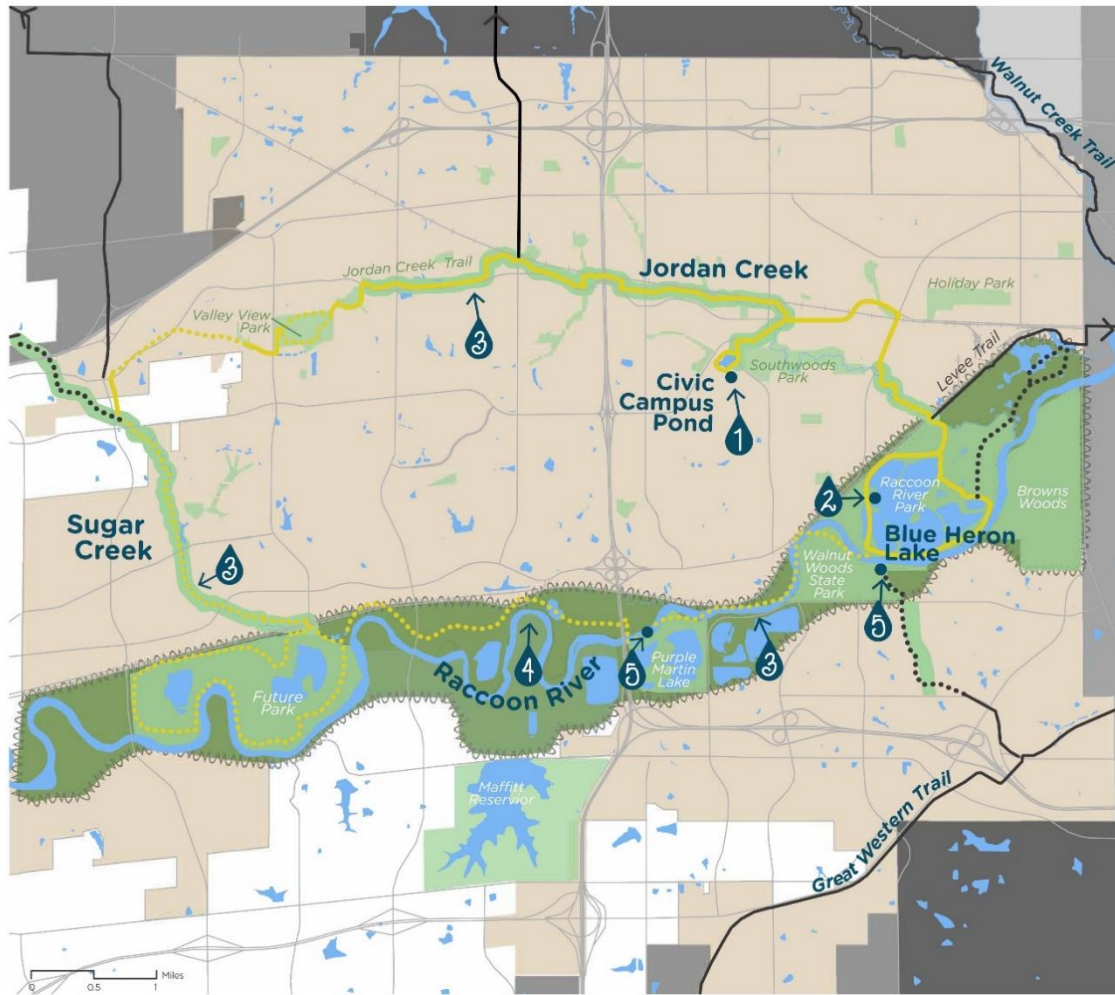
– Phase 1 construction begins in 2020

Raccoon River Greenway

– Acquiring properties (ongoing)

Raccoon River Pedestrian Bridges & Great Western Trail Connection

– Bridge design underway



PROJECT OVERVIEW MAP

FIVE WATERS RECREATION AREA

Additional items funded through LOSST

- ✓ 5 police officers, 1 lieutenant, 1 sergeant and equipment to support these positions
- ✓ 5 firefighters
- ✓ Public Library renovations— to be completed Spring 2021
- ✓ MidAmerican Energy Company RecPlex



MidAmerican Energy Company RecPlex

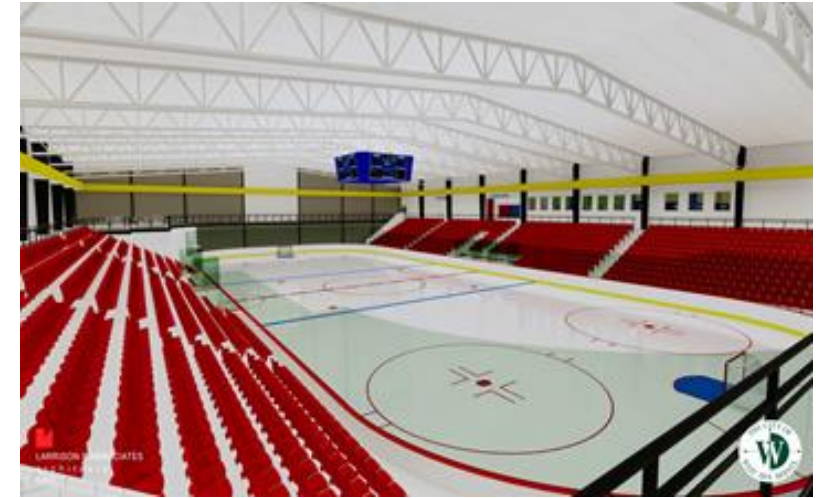


- \$12.5 million individual and corporate donations
- \$16 million Hotel Motel tax funds
- \$5 million in utility funds
- \$1.5 million in grant funding
- Additional LOSST funding

\$52 million facility (Public/Private Partnership)

MidAmerican Energy Company RecPlex

- ✓ Two ice arenas with seating for up to 2,100 people (500 and 1,600)
- ✓ Indoor turf field (90,000 SF)
- ✓ Four indoor basketball courts
- ✓ Adaptive sports zone
- ✓ E-sports facility
- ✓ Partnering with DMU for physical therapy/sports performance
- ❖ **Planned to open January 2021**



Valley Junction Redevelopment



We're supporting locally owned businesses with our:

- Property Improvement Fund & Regulatory Compliance Fund
 - Nearly \$6 million in capital investment
 - The city's contribution \$1.4 million
 - 161 jobs have been created/retained
 - the average project's property valuation increased by 66%
- Property Tax Rebate Program
- Upper Story Housing Program

Citizen Survey 2018



- Residents have a **very positive** perception of the City
 - ✓ 94% satisfied with quality of life
 - ✓ 90% are satisfied with overall quality of services
- Satisfaction with City Services is much higher in WDM than other communities
 - ✓ WDM rated above the U.S. average in 50 of 51 areas

☐ This survey will be repeated in 2020

Areas of most concern or important for City leaders to emphasize

- flow of traffic/congestion management
- local police protection
- maintenance of streets, parks & trails

Daytime Population:

21,918 Visitors and
Non-Resident
Shoppers

52,113 Non-Resident
Employees

37,919 Residents
Staying in WDM

5,018 Non-Resident
Students

Working in WDM

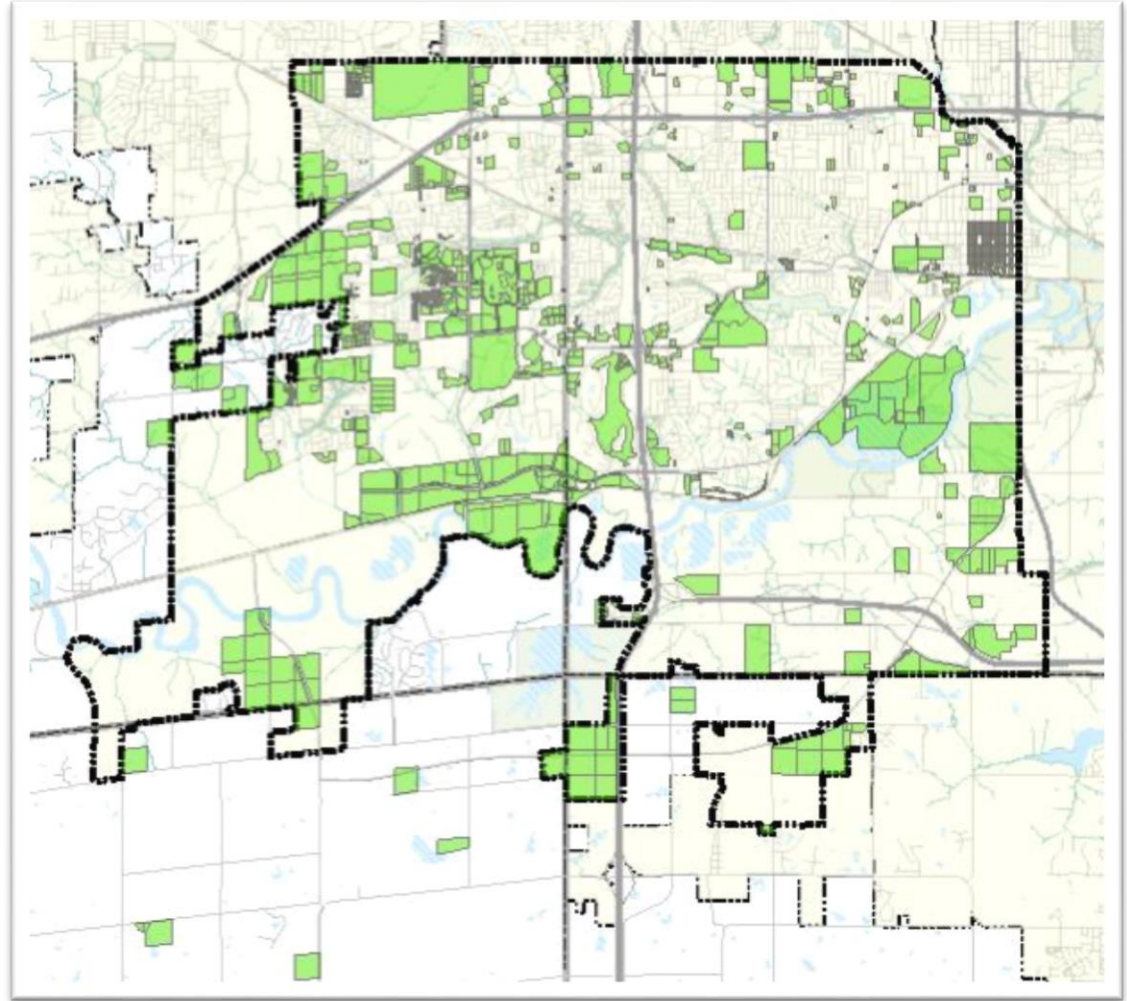
Creating an employment center ...

- 64,331 jobs
- Median income: \$73,764
- Daytime population over 116,968
- 3,109 businesses located in WDM

Building Permits

YEAR	VALUATION	VALUATION RANK	BUILDING PERMITS
2008	490,234,000	#4	1241
2009	82,767,000		1060
2010	168,206,809		1140
2011	142,361,134		1025
2012	310,595,751		1092
2013	421,746,147		1242
2014	445,433,824	#5	956
2015	444,323,688		983
2016	1,067,535,149	#1	938
2017	318,067,828		1072
2018	532,808,081	#3	1153
2019	561,943,035	#2	1019
TOTAL:	\$4,986,022,446		

Development
inquiries or physical
site development
over the past 2 years



www.wdm.iowa.gov/residents/maps-gis/interactive-gis

Microsoft Data Centers

Mountain

Total Square Footage: 415,000
Total Property Taxes to be paid annually:
\$1.6 million
Public Infrastructure built \$10 million

Alluvion

Total Square Footage: 1,166,000
Total Property Taxes to be paid annually:
\$8.1 million
Public Infrastructure built \$45 million

Osmium

Total Square Footage: 1,700,000
Total Property Taxes to be paid annually:
\$11.3 million
Public Infrastructure to be built \$51 million

2019-20 FY total overall
property taxes (all funds)
for the entire city:
\$62 million

Total Microsoft Property
Taxes for FY 2024/25:
\$21 million

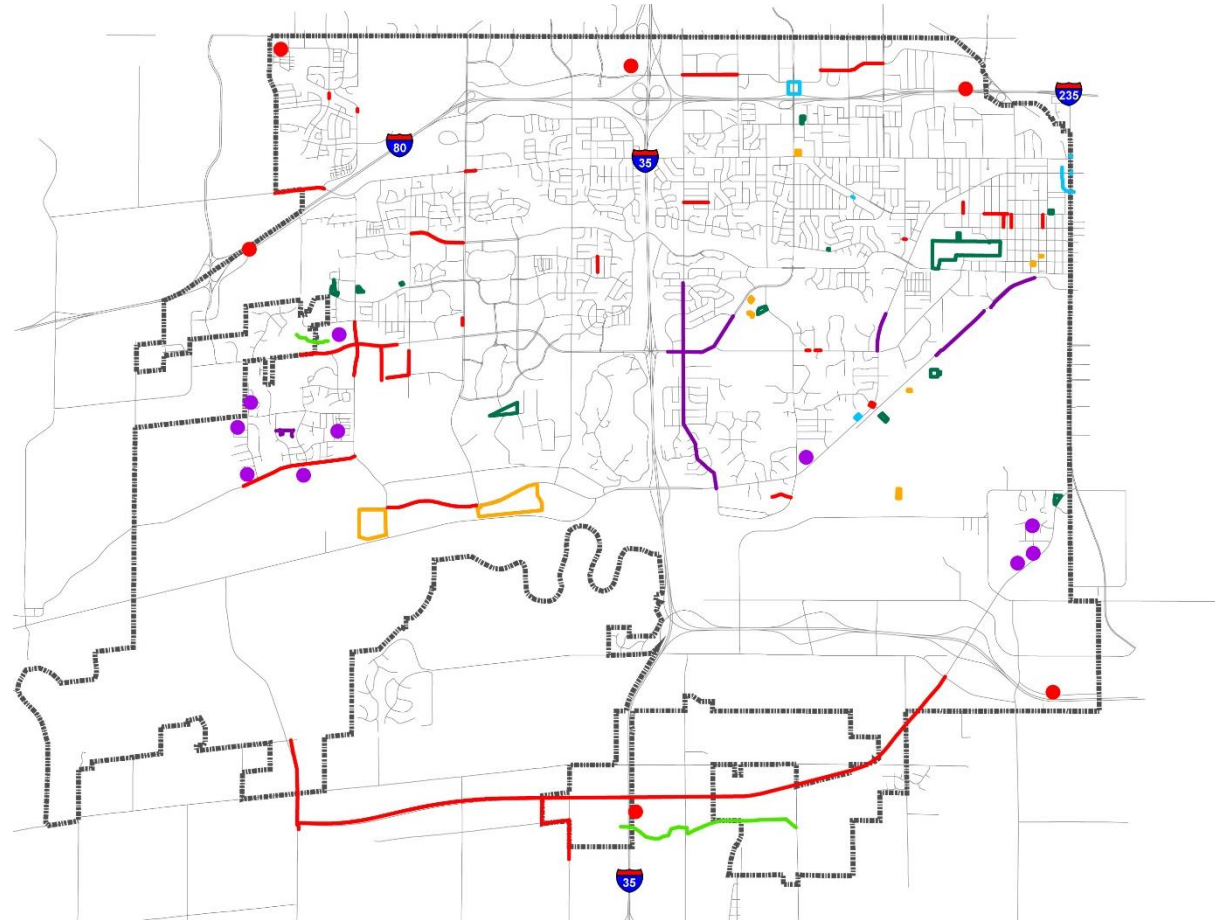
➤ All three data centers
open up **6,500 acres**
for future development

2019 Construction Projects: \$73 million

2020 estimate: \$65 million

Capital Improvements Project Type

-  Bridge
-  Facility
-  Park
-  Road
-  Sewer
-  Stormwater
-  Trail
-  Corporate Limit
-  Subdivision
-  City Entrance Enhancement



Collaboration (28E agreements)

- Des Moines Metro Area Metropolitan Planning Organization (MPO)
- Metro Area Solid Waste Agency (MWA)
- Establish Consolidated Dispatch Center (Westcom)
- Des Moines Area Regional Transit Authority (DART)
- Wastewater Reclamation Authority (WRA)
- Animal Control Sheltering Services (Clive, Urbandale & Furry Friends Refuge)

TOTAL NUMBER OF 28E AGREEMENTS: 171

2020: Regional Water Production discussions

Traffic Management

Adaptive Traffic Control Systems

Installed at **102 of 117** locations:

- 50th Street & 60th Street
- University Avenue
- Grand Prairie Pkwy Interchange
- Jordan Creek Pkwy
- Mills Civic Pkwy
- Valley West Drive
- 22nd Street and 1st Street
- Grand Avenue Interchange
- East Area – Grand Ave/Railroad/8th Street
- Jordan Creek Town Center – EP True Pkwy/68th Street/60th Street
- Ashworth Road – **7 intersections (Spring 2020)**
- **Adaptive System Expansion – 8 intersections for a total of 117 (Fall 2020)**



Traffic Management

On seven of the adaptive traffic control corridors, the before and after travel time studies indicate:

- **18% decrease** in travel time
- **49% decrease** in stops
- **47% decrease** in delays
- ✓ 80% of the project cost was funded by the Iowa DOT Clean Air Attainment Program
- ✓ Iowa Clean Air Attainment Program (ICAAP) funding:
Over \$3.4 million for \$4.2 million in projects

Public Safety: Police, Fire and EMS

WDM has **all three** (Police, Fire and EMS)
nationally accredited



To the best of our knowledge,
only 12 other cities in the U.S.
have this distinction

Purchased Emergency Vehicle Preemption Equipment

Human Services Department

- ❖ Only City in Iowa with a Human Services Department
- ❖ 13,791 volunteer hours/the equivalent of 6.6 FTE
- ❖ Holiday assistance: 518 households
- ❖ 370 households/month used the food & personal pantry
- ❖ Over 12,333 rides provided
- ❖ Total WDM households helped: 1,623 (4,781 individuals)
- ❖ 356 households got emergency assistance to avoid eviction or utility disconnection
- ❖ Summer lunch served 5,422 free meals to children
- ❖ Medical clinic operated by Free Clinics of Iowa opened in March and has served 225 patients as of January 14, 2020
- ❖ **Immeasurable** amount of generosity provided by the WDM community!



Awards and Recognition

- *MONEY Magazine* named West Des Moines as the **#1 Best Place to Live in Iowa** and **#37 Best Place to Live in America**.
- **The Best City Government Conducive to Business** for the **22nd year in a row** by the *Des Moines Business Record*.
- Ranked **#1 Most Diverse Suburb in Iowa** by *Niche.com*.
- Ranked as one of the **Top 100 Places to Live** in the U.S. by *Livability.com*.
- Ranked **#1** as the **Best Place for Millennials** in the Des Moines area by *Niche.com*.
- Ranked **#2 Best Small City to Retire** in the nation by *Movoto.com*.
- Ranked **#8** nationally for **Citizen Satisfaction** in a *Gallup-Healthways* survey.
- One of the **Top Ten Best Small Cities for Education in America** by *Movoto.com*.

Awards and Recognition

- *U.S. News & World Report* ranked the Des Moines metro as the **#3 Best Affordable Place to Live** and the **#5 Best Place to Live in the U.S.**
- *SiteSelection.com* named the metro **#3 for the number of economic development projects** among metro areas with populations between 200,000 and 1,000,000.
- *Forbes* named the DSM/WDM metro the **#1 Area for Young Professionals** ages 24-34 who hold a bachelor's degree or higher.
- The DSM/WDM metro has been ranked **#4 in the nation for Best Metros for Millennial Homebuyers** by the National Association of Realtors.
- *WalletHub* named Des Moines **#10 for Best State Capitals to Live In.**
- *Liveability.com* named Des Moines the **#7 most recession proof** city in the U.S.

Strategies

1. Top leaders work together (WestLAB)
2. WDM is financially strong and solvent
3. Quality of life is the North Star
4. Leader in sustainability
5. Double down on technology
6. Develop, retain and attract the world's best workforce

Other planning efforts

- ✓ Strategic Action Plan
- ✓ Comprehensive Plan Update
- ✓ Housing Needs Assessment
- ✓ Updated WDM Economic Development Plan



Citizen involvement

WDM
2036

Visit our website at
www.wdm.iowa.gov

